

**Wyoming's  
Prevention  
Framework to Reduce  
the Misuse of Alcohol  
Community Implementation  
Workbook  
2008 Laramie County**

## Table of Contents

Introduction.....	3
Outcome Based Prevention.....	4
Purpose.....	4
Workbook Goals.....	5
Workbook Organization.....	5
Revisiting the Needs Assessment and Strategic Plan.....	6
Steps to Creating a Strategic Plan.....	9
Identification of Community Prevention Efforts.....	10
Creating a Prevention Calendar.....	11
Appendix A: Causal Areas and Evidence Based Strategies.....	16
Appendix B: Timeline Example.....	29
Appendix C: Building Your Google Calendar.....	31

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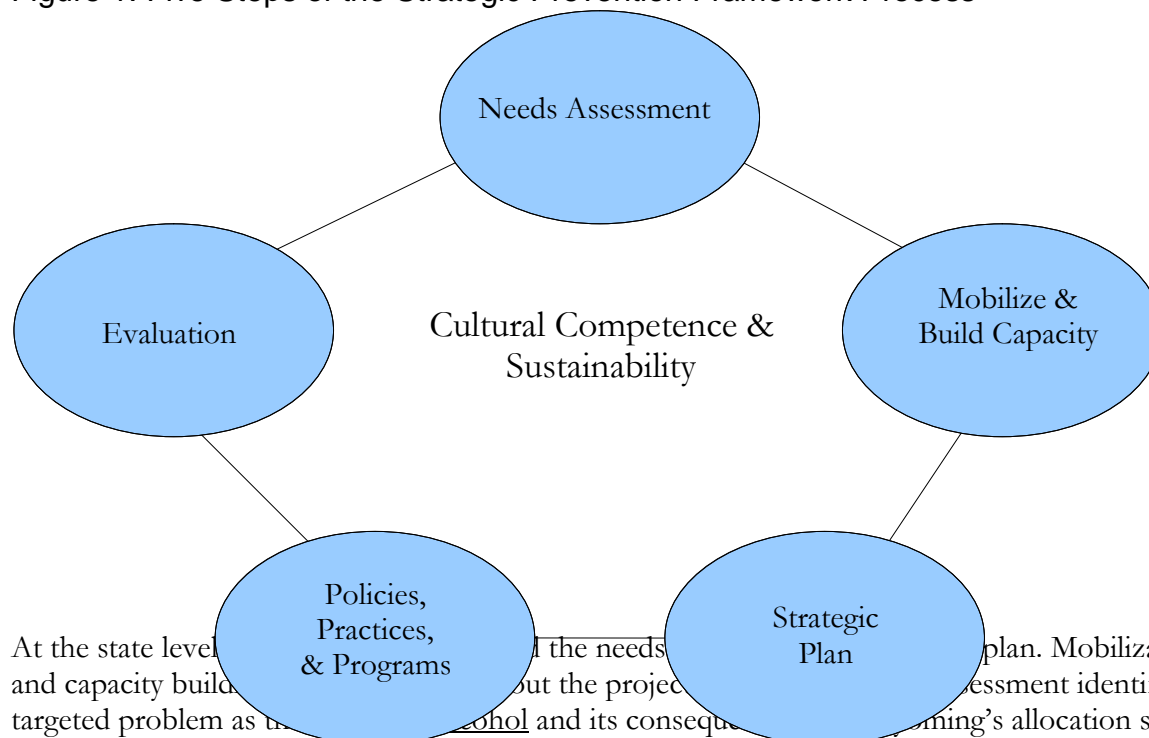
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## Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Federal Substance Abuse Mental Health Services Administration (SAMHSA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process.

Figure 1. Five Steps of the Strategic Prevention Framework Process

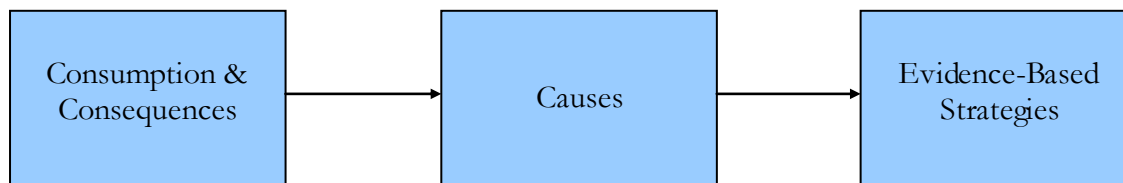


At the state level, the needs assessment identified the needs of the state and the project. Mobilization and capacity building were the next steps. The project targeted problem as the alcohol and its consequences. Wyoming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees. On June 15, 2007 grantees submitted their local needs assessments, and in September 2007 grantees completed their strategic plans outlining the evidence-based strategies they will implement over the next three years. An evaluation workbook was completed with each community during the winter of 2007/2008.

## Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model.

Figure 2. PF Needs Assessment Logic Model



In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal areas.

## Purpose

The purpose of this workbook is to help PF funded communities create a multi-year implementation plan that provides a blueprint for how to reach their goals. This means you will use this workbook to create timelines and benchmarks for your work between now and the fall of 2010, and you will use this workbook to coordinate the many prevention efforts taking place in your community. This workbook will also serve as your application and next year work plan for PF funding between October 1, 2008 and September 30, 2009.

This workbook differs from your PF strategic plan in many respects. First, the strategic plan linked the causal areas identified in your community needs assessment to evidence-based strategies. These strategies were listed, but very little was done to detail how they might be implemented over the course of the project. Second, while the strategic plan identified strategies funded by the PF project it did not require you to integrate these strategies with other efforts in your community.

Keep in mind that Wyoming has identified the targeted need for this project as the misuse of alcohol.

### **“Misuse of alcohol” means that:**

1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five or more drinks on any one occasion.
2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

## Workbook Goals

The implementation plan decided upon here will lead to the following tasks.

### **Revisit your Needs Assessment and Strategic Plan**

This workbook requires that you take a second look at your community needs assessment and strategic plan. This section will give you the chance to update any changes you may have to your community's targeted causal areas or to your community's chosen evidence-based strategies.

### **Identification of Community Prevention Efforts**

One of the goals of this workbook is to help you integrate prevention planning in your community through the identification of all of your community's prevention efforts in order to communicate and plan together as well as collaborate when appropriate. Some of the efforts may be PF related while others may not be. For example, your community is likely already working on the Most of Us, FACE, and The Line campaigns. You also have a Prevention Block Grant provider and Tobacco Prevention Coalition. By identifying all of the prevention efforts and stakeholders in your community you can better create a multi-year plan.

### **Create a PF Calendar**

The final product of this workbook will be a calendar that details your implementation plan from October 1, 2008 to September 30, 2010. This calendar will include the major benchmarks for your PF project and for other relevant prevention efforts in your community. It is intended to both keep your work on track and help you to integrate and collaborate with other prevention projects.

### **Budget for FY2009**

Finally, you will be asked to complete a budget for October 1, 2008 to September 30, 2009.

## Workbook Organization

Again, there are three major sections in this workbook. They should be completed by the PF coordinator working with the local community advisory council (CAC) when appropriate. The PF coordinator and TA providers will make site visits as necessary during July 2008 to work with you and your CAC to complete this workbook. Again, this workbook will serve as your next year work plan and application. It is due on August 15, 2008, and the Mental Health and Substance Abuse Services Division will review and approve these as part of the contract process that will be complete by September 30, 2008.

A final copy of the Implementation Workbook should be submitted electronically to:

Keith Hotle, SPF SIG Coordinator  
Wyoming Mental Health and Substance Abuse Services Division  
[keith.hotle@health.wyo.gov](mailto:keith.hotle@health.wyo.gov)

## Revisiting the Needs Assessment and Strategic Plan

Please complete Table 1 below using information from the community needs assessment and strategic planning workbooks. At this point it is appropriate for you to change your prioritized causal areas if circumstances in your community have changed and you have data to support this change. It is also appropriate to change your chosen strategies at this point. You may already have accomplished a policy change or you may realize that your chosen strategies don't fully address your causal areas. This is the time to revisit and update your strategic plan.

In updating your strategic plan keep a couple of things in mind. First, the goal of the PF project is to decrease alcohol consumption (adult binge drinking and underage drinking) and its consequences (alcohol-related crime, motor vehicle crashes, dependence, and abuse) in your **Community**. You should look at the evidence-based strategies in your current strategic plan and ask yourself, "will these strategies change alcohol-related problems at a community level?" Keep in mind that though a mentoring program is a good evidence-based prevention program it is unlikely by itself to make community level change. With this in mind we **Strongly Suggest** that your strategic plan include environmental policy change, and we believe the best strategic plan will be a comprehensive set of strategies that lead to community level change. Evidence-based strategies you have chosen or have changed from your strategic plan should be from the list below. A full description of these policies by causal area can be found in Appendix A, but in general they include the following:

### Retail Availability

- Mandatory Responsible Beverage Service
- Compliance Checks
- Outlet Density
- Happy Hour Restrictions
- Warning Signs Posted at Retail Establishments

### Criminal Justice

- Enforcement
- Judicial Changes
- Public Awareness of Enforcement

### **Social Availability**

- Social Host Liability
- Restricting Access to Alcohol
- Party Patrols
- Restriction on Drinking Locations and Possession
- Curfew Ordinances
- Noisy Assembly Ordinances

### **Promotion**

- Advertising Restrictions
- Counter Advertising
- Billboard Bans
- Media Advocacy Education

### **Community Norms**

- Alcohol Restrictions and Security at Community Events

The first step in the implementation workbook process is to list the Causal Areas and Evidence- Based Strategies identified in your current Strategic Plan.

**Table 1. Targeted Causal Areas and Identified Strategies**

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
Retail Availability	NO Lowest of all 23 counties (2007 PNA)	

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
Criminal Justice	No	
Social Availability	<p>Yes 60% of 6<sup>th</sup> grade students reported they obtained their last drink from parents. 56.6 % of parents said access to alcohol in their homes was either somewhat or very easy(2007 PNA) Percent of students who attended a gathering with large amounts of alcohol ( 2007 PNA #14)All Risk factors except for sensation seeking higher for 8<sup>th</sup> graders than state average, protective factors lower for 8<sup>th</sup> graders than rest of Wyoming as a whole and the rest of the nation(2007 PNA #15; 2006 Wyoming Prevention Needs Assessment)</p>	<p><b>Policy Review.</b> According to the 2007 SPF/SIG timeline the Laramie County/Cheyenne Wyoming Review of Local Alcohol related Ordinances was completed by Ann A. Reyes EdD. and Benjamin Winters BA June 2008. The draft of the report was presented to LCCP ATOD August 5, 2008. Following receipt of the State of Wyoming statute report in the Fall of 2008, ATOD will follow the timeline for review of local and state ordinances, community education and awareness and decisions on further environmental changes as laid out in the 2007 SPF/SIG.</p> <p><b>Family Matters:</b> A “Best Practices” program designed to prevent alcohol use through family intervention, education and counseling. This program will be supplemented to include the development of a 5<sup>th</sup> mailing creating awareness of Laramie County youth alcohol consumption issues, ordinances (keg registration, social host liability, restricting access) and state statutes. This focused and</p>



Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
		<p>individualized approach to families will work to reduce consumption of youth by targeting the primary source of access (parents) in Laramie County.</p> <p>2008 addition to strategic plan: <b>Environmental strategy</b>, evidenced based, to further study and develop recommendations on the permitting process for special events. LCCP will examine permitting rules throughout the nation, continue the education of residents and community leaders, and work with appropriate individuals and groups as indicated to craft a series of community appropriate recommendations on special event permits for Laramie County (Cohen et al, 2002 found that 97 cities across the United States that banned or had greater restrictions at events had fewer alcohol related fatalities, vandalism, fighting and other public disturbances)</p>
Promotion	Not a causal area. Alcohol advertising in Laramie County is reportedly smaller than across the state (2007 PNA #49)	

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
Community Norms	No Data sources indicate that community norms were not primary contributors to the misuse of alcohol (2007 PNA #58) 90.3% of Laramie County respondents said drinking and driving is a serious/somewhat serious problem and were more decisive on the issue than other state respondents. (PNA 2007 #54) Laramie County Youth attend events slightly more than Wyoming average where alcohol is served or adults were drinking. (2007 PNA #51) Attitude toward selling alcohol at community events is similar to state with a split in the population that responded (2007 PNA #54) Rate of special even and malt liquor licenses is significantly lower than the rest of the state	
Individual Factors	Yes.	<p><b>Family Matters:</b> Best practice model developed by University of North Carolina and being implemented in Cheyenne by Cheyenne Regional Medical Center Behavioral Institute(SPF/SIG funding)</p> <p><b>CASASTART</b>(21CCLC funding) Best practice model developed by Columbia University and being implemented in Cheyenne by City of Cheyenne Youth Alternatives.</p> <p><b>After school Programming for At Risk Kids</b> (21CCLC)</p> <p><b>YMCA Afterschool Bus Program</b> (21CCLC) Evidenced</p>

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
		<p>Based. Reducing risks and increasing protections(Lehr et al, 2003; Murray and Belenko 2005)</p> <p><b>Connections Corner</b> (United Way, City of Cheyenne, Laramie County, Dept of Health)</p> <p><b>Tobacco Cessation Program</b></p> <p>Methamphetamine Awareness Campaign( American Cancer Society/Department of Health)</p> <p><b>Child Care Coordination</b> Program ( Department of Health)NAEYC 2007</p>

### Question 1.

Have your targeted causal areas changed?

NO. Targeted areas remain social availability (Family Matters and Special Events permitting), (policy development) and individual factors(Family Matters). See 2007 SPF/SIG grant, pg. 9-10.

### Question 2.

Have your chosen evidence-based strategies changed from the original?

YES. While maintaining the evidenced based practices detailed in the 2007 SPF/SIG, specifically Policy Development and Family Matters, LCCP's ATOD has chosen to both enhance the community education and awareness component of Family Matters and add an evidenced based environmental strategy under Social Availability. If yes, what are the changes and why did you make them? Laramie County Community Partnership's ATOD task force is proposing to supplement the outreach capacity of Family Matters to include the development of a 5<sup>th</sup> mailing creating awareness of Laramie County youth alcohol consumption issues, ordinances (keg registration, social host liability, restricting access) and state statutes. This focused and individualized approach to families will work to reduce consumption of youth by targeting the primary source of access (parents, third parties) in Laramie County. In addition, the ATOD task force will focus on an additional environmental strategy, evidenced based, to further study and develop recommendations on the permitting process for special events. ATOD will examine permitting ordinances throughout the nation, continue the education of residents and community leaders, and work as needed with appropriate individuals and groups to craft a series of community appropriate recommendations on special event permitting for Laramie County (Cohen et al, 2002 found that 97 cities across the United States that banned or had greater restrictions at events had fewer alcohol related fatalities, vandalism, fighting and other public disturbances). The change was made based on recommendations developed through the local ordinance review. By focusing responsibility for safe events on sponsors and event planners, the ATOD is advocating for community norms that decrease risk factors, increase protective factors and encourage individual accountability (2007 PNA #66).

If your current plan does not include at least one evidence-based strategy per casual area from the list on page 6, or only includes CMCA, then you should meet with your CAC to review and approve changes. This makes for a more effective planning process and creates important “buy in” for CAC members as you move forward with the implementation of your PF strategies. Figure 1 below details one possible process for working with your CAC to update the PF strategic plan. Feel free to use this process as outlined or to pick and choose the portions that will be most important for your

CAC. The PF coordinator and/or WyPTAC representatives can meet with your coalition to aid in this process if you would like.

Figure 1. Steps to Working With a CAC to Update or Create a Strategic Plan

1. Call a meeting of your coalition and get as many people there as possible. Inform coalition members that this is the meeting where they will choose from the various policy changes/evidence-based strategies within the causal areas chosen in the needs assessment workbook.
2. On a white board, blackboard, or and easel print the titles of the two casual areas identified in your needs assessment workbook. For example, social availability and community norms.
3. Under each casual area, write the list of evidence-based strategies for that casual area shown on page six of this workbook. These will be the strategies in which the coalition will chose from to work on.
4. Begin the meeting by reviewing the results of the needs assessment with the coalition, the casual areas chosen and the evidence-based strategies under each casual area.
5. Facilitate a discussion of the strategies under one causal area. The discussion should be about what each strategy is, what it would take to get that strategy/change accomplished in the community, and how many of the listed strategies could be attempted by the coalition. The coalition should probably attempt no more than two strategies under each casual area. Discussion of the strategies under each casual area should be limited to around thirty minutes.
6. When the discussion of strategies is concluded, give each person a magic marker or two stick-on dots and have each coalition member go to the list of strategies and vote for the two they believe would have the highest impact on the community, that they would be interested in working on, and that they believe would have a good chance of successfully being accomplished. Count the votes and note the two strategies that received the most votes.
7. Move on to the next casual area and go through the same steps as outlined above for selecting policy changes/strategies.
8. At the completion of the selection process you should have at least two and up to four policy changes voted on to accomplish. Facilitate a discussion of how many strategies the coalition believes it can work on. A minimum of two should be chosen.

9. Inform the coalition that the next meeting will focus on identifying the action items that would be necessary to get the changes accomplished. Schedule the next meeting and have them think about what the action items might be before you meet again.

## Identification of Community Prevention Efforts

In Table 2 below, list all prevention efforts and initiatives running in your community which may impact the PF project. The table has been pre-populated with a number of projects that are likely in your communities already, and several blank rows have been included for other potential projects. Also, list the strategies being implemented, any important dates that each program has identified on their implementation calendar, if any, and the local contact for each project.

**Table 2. Local Community Prevention Efforts**

Local Prevention Initiatives other than the PF	Strategies	Critical Dates	Local Contact
State Prevention Block Grant	<p>Individual risk factors: Coordination needs to exist both in the administration and in the delivery of services. Policy decisions must reflect the fact that social, economic, scientific, educational and environmental factors enhance or limit the developing potential of each individual. This requires policy planning that is holistic, multidisciplinary, multidimensional, and based on cooperative decision-making.</p> <p>Efforts to improve prevention opportunities for youth and to strengthen the family as a basic unit of our society must be planned and implemented on a systematic basis. A coordinated, comprehensive program of services for children and families should be:</p> <ul style="list-style-type: none"> <li>• Responsive to needs of various regions and the diversity of local values and resources</li> <li>• Preventative and supportive in orientation</li> <li>• Provided on a continuing basis</li> <li>• Available to all members of the community on a voluntary</li> </ul>	Spring 2009 Development and implementation of Methamphetamine and other drugs messaging campaign	Arlene Lyons, PF Coordinator

	basis <ul style="list-style-type: none"> <li>• Free of discrimination and segregation in all facets.</li> </ul>		
Most of Us social norming campaign	Utilized as approach in youth prevention within Family Matters, CasaStart, and YMCA programming	Beginning Fall of 2008	Arlene Lyons, PF Coordinator Lyonsarlene@gmail.com
The Line social marketing campaign	Social Norms strategy area Used at Cheyenne Frontier Days and Baseball Games. May continue use with Sukle in regard to Meth Messaging	Spring 2009	Arlene Lyons, PF Coordinator Lyonsarlene@gmail.com
Wyoming's First Lady's Initiative	Not Applicable		
Community Initiative to integrate prevention	Decrease Barriers to community support and enhance access to resources through the staffing of a 211 System coalition directed toward the creation of an effective and integrated information and referral system for Laramie County. (2) Improve access to and understanding of the critical family need for quality childcare through the staffing of a coalition of providers, families and diversified community interests. (3) Reduce intergenerational poverty through implementation of the Circles Model utilizing Connections Corner Program	Begins Fall 2008	Alfrieda Gonzales Executive Director, LCCP Amgresults@yahoo.com
FACE	Bring FACE to Laramie County through Prevention Bock Grant funding	Late Fall 2008	Arlene Lyons PF Coordinator, lyonsarlene@gmail.com
State Sponsored Anti-Drug	Laramie County Meth Initiative Messaging Campaign for Youth	Fall 2008 planning Spring 2009 implementation	Alicia Scholz , telephone #632-3449

Programs		of messaging begins	
School Prevention Programs	<p>21<sup>st</sup> CCLC programs, YMCA bus program, YMCA CITY Program, CasaStart, CAN, ATOD education programs, <u>Prevention Programs—School Based</u></p> <ul style="list-style-type: none"> <li>• Project Alert</li> <li>• Aggressors Victims and Bystanders Prevention</li> <li>• Project Toward No Drug Abuse</li> <li>• Aggression Replacement Training</li> <li>• Building Developmental Assets</li> <li>• Bullyproofing Your School</li> <li>• Parent Project</li> <li>• This Way Out-Freedom from Tobacco</li> <li>• Young Women's Lives</li> <li>• Young Men's Work</li> <li>• Careful Caring</li> <li>• Prevention Kits.</li> <li>• Second Step Violence Prevention</li> <li>• Steps to Respect</li> <li>• Alternate Groups</li> <li>• Change Attitudes Now (CAN) Program</li> </ul>	Ongoing	<p>YMCA-Kathleen Gillgannon, 634-9622; Youth Alternatives(Casa Start) April Pease 637-6480</p> <p>John Contos Health and Prevention Programs (telephone # 307-771-2139 Laramie County School District#1</p>
Law Enforcement Prevention Programs	<p>DARE</p> <p>School Resource Officers</p>	<p>School year 2008-2009</p> <p>Ongoing</p>	<p>Robert Fecht-Chief of Police Cheyenne – (307)637-6500</p> <p>Danny Glick Laramie County Sheriff (307)634-1700</p>
Suicide Prevention Programs	<p>Laramie County School District #1</p> <p>See School Prevention Programs, Peak Wellness</p>	<p>School year 2008-2009</p> <p>Ongoing</p>	<p>John Cantos (307)771-2139</p> <p>Kristi Leavitt, Peak Wellness</p>
Wyoming Tobacco Prevention and Control Program	<p>To promote tobacco cessation programs in Laramie County and prevention programs as listed in school based prevention programs</p>	<p>School year 2008-2009</p> <p>Updates on special events available at monthly LCCP meetings</p>	<p>Maria Medina (307)432-4008</p>




## Creation of a Prevention Framework Calendar

This section requires you to work with your CAC to create a two year calendar for the PF project. You will do this by placing the steps to accomplish each strategy in your revisited strategic plan and each strategy from Question 4 above on a Google Calendar. The directions on how to use Google Calendar are below, and Table 3 provides a template for how to plan each of your PF strategies. It is not necessary to list all the steps required to accomplish the strategies of other local prevention initiatives. Rather, it is important to know about when and where these strategies will take place in order to plan your own efforts. For example, if the local tobacco coalition is attempting to pass a smokefree ordinance in the summer of 2008 you may want to wait to push the city council to address alcohol ordinances at community events until 2009. An example of an Activities Calendar for a secondhand smoke ordinance, without identification of responsible parties, can be found in Appendix B.

Figure 2. Steps to Working With a CAC to Update or Create an Action Plan Calendar

### Action plan calendar steps

1. Buy two desktop calendars for the year 2008. One will be used for 2008 and the other will be used for 2009, unless you can actually find a 2009 calendar.
2. Before the calendar meeting begins, tape the months of the calendar in order up on a wall and put the dates of any of the calendar items from other prevention programs on the calendar. Other prevention dates will help determine dates you can use to reinforce your strategy or avoid, if necessary.
3. Have the coalition discuss the action steps that will need to be taken to get the strategy or strategies implemented. (These are the strategies identified under the first causal areas addressed in the selection process.) List those items on an easel, white or black board. Action steps, for example, may be:

- Conduct research on the policy change to know as much about it as possible
  - Determine if any policies exist currently
  - List key leaders and other interested people who would be willing to support and work on the change – develop a strategy to recruit them
  - Determine who actually makes the decision on the change, e.g. city council
  - Survey the council, for example, and find out what their attitudes are for the change
  - Determine if there is a need for a media education campaign
4. Once the list of action items is identified, put them in order of what item needs to be accomplished first and so on until all the action items have been put in order. Depending on how easy or difficult the coalition believes the strategy may be in getting accomplished, to a large degree, will determine the overall length of the timeline. A strategy involving changing a community event may take three months, while getting a city council to pass an open container ordinance may take a year.
  5. Once the action items are in order, begin writing each action step on the calendar according to when it needs to be accomplished. Determine how long it may take to get it done before the next item is put on the calendar. At the end of this process you should have a timeline of necessary action items to accomplish the listed strategy.
  6. Once all the action steps have been put onto the calendar, go back to the first step and with that step, and every step to follow, determine who will be in charge of see that step through.
  7. When step six is completed, you should have a timeline of action steps and assignments written on a calendar. A progress report of the timeline should be included on the agenda of every future regularly scheduled coalition meeting.
- Note: Timelines can be adjusted if specific action items are accomplished either faster or slower than anticipated.
8. Transfer all the identified steps, for the coalition's strategy and any other prevention program, on a Google calendar.

Once the wall calendar is completed place the action steps, dates, and responsible parties from the wall calendar into table 3.

Table 3. Steps to Accomplish PF Strategies

Strategy: Policy Development		
Action Steps	Day/Month/Year of Completion	Responsible Party
ATOD begins in-depth examination of Review of Cheyenne and Laramie County ordinances	12/31/2008	ATOD Action Team Chairperson
ATOD begins in-depth examination of State of Wyoming Statute Review	12/31/2008	ATOD Action Team Chairperson
Advocacy Plan and implementation for Support of legislative changes	04/01/2009	ATOD Action Team Chairperson
Outcome Evaluation of State legislative efforts	06/30/2009	ATOD Action Team Chairperson
Identify next policy priorities at State and local level	10/31/2009	ATOD Action Team Chairperson
Workplan and schedule for policy development at state and local level	12/31/2009	ATOD Action Team Chairperson
Identify and educate potential Council sponsors	03/31/2010	ATOD Action Team Chairperson
Draft appropriate ordinance changes as needed	05/31/2010	Sponsoring City Council person or Sponsoring County Commissioner
Build community support for local policy change if needed	08/31/2010	ATOD Action Team Chairperson
Dates set for readings of policy changes before City Council and or County Commissioners	09/30/2010	ATOD Action Team Chairperson
Outcome Evaluation	12/31/2010	ATOD Action Team Chairperson


**Table 3. Steps to Accomplish PF Strategies**

Strategy: Family Matters		
Action Steps	Day/Month/Year of Completion	Responsible Party
Health Educator Training	10/31/2008	Cheyenne Regional Medical Center Behavioral Institute (CRMCI)
Identify Families Eligible for Program	Ongoing process during course of program 06/30/2010	CRMCI
Contact Families to Explain Program (ongoing)	6/30/2010	CRMCI
Obtain Parental Consent (ongoing)	6/30/2010	CRMCI
Development of fifth mailing workbook on City/State ordinances and parental responsibilities	02/28/2009	Arlene Lyons, Project Coordinator
Ongoing Mailings and phone follow-ups	6/30/2010	CRMCI
Data Analysis Clients to Date	09/30/2009	CRMCI
Outcomes Report	09/30/2010	CRMCI


**Table 3. Steps to Accomplish PF Strategies**

Strategy: Research and Development of Special Events Permitting Requirements for Laramie County/City of Cheyenne		
Action Steps	Day/Month/Year of Completion	Responsible Party
Subcommittee of ATOD appointed for research	10/31/2008	ATOD Action Team Chairperson
Research of Permitting requirements in cities of similar demographics throughout nation	02/28/2009	ATOD subcommittee
Development of written recommendations for local special events as needed	06/30/2009	ATOD subcommittee
Approval by ATOD	09/30/2009	ATOD Action Team Chairperson
Approval by LCCP coalition	11/15/2009	ATOD Action Team Chairperson
Plan to Build collaborative Community Support for recommendations as needed	01/31/2010	ATOD subcommittee
Plan to educate and build collaborative Political and Community Leadership Support for recommendations as determined	02/28/2010	ATOD subcommittee
Implement Community Support and leadership Support Plans	04/30/2010	ATOD Action Team Chairperson
Support passage of recommendations as needed	09/30/2010	ATOD Action Team Chairperson
Process Evaluation	12/31/2010	ATOD Action Team Chairperson


Take the information from Table 3 and transfer it into a Google Calendar. The purpose of the Google Calendar is to help coalition members, WyPTAC, WySAC, and State Prevention Coordinators follow your progress and provide support and technical assistance. Please find instructions for building your Google Calendar in Appendix C.

### **Prevention Framework Budget for October 2008 through September 2009**

<b>COST DESCRIPTION</b>	<b>STRATEGY 1 Policy Development</b>	<b>STRATEGY 2 Family Matters</b>	<b>STRATEGY 3 Permitting of Special Events</b>	<b>TOTAL BUDGET</b>
<b>PERSONAL SERVICES</b>				
Salaries & Wages	28,400			28,400.
Employer Paid Benefits	2,601			2601.
<b>SUPPORTING SERVICES</b>				
Communications:				
Internet				
Telephone	1,200			1200.
Vehicle Expenses				
<b>TRAVEL/TRAINING/MEETINGS</b>				
Travel In-State	2,500			2500.
Travel Out-of-State				
Training Costs				
Miscellaneous Meeting Exp.				
<b>SUPPLIES</b>				
Consumable Supplies				
Commercial Printing	7,500.00			7500.
Publications Purchased				
<b>ADVERTISING/MEDIA COSTS</b>				

<b>COST DESCRIPTION</b>	<b>STRATEGY 1 Policy Development</b>	<b>STRATEGY 2 Family Matters</b>	<b>STRATEGY 3 Permitting of Special Events</b>	<b>TOTAL BUDGET</b>
<b>EQUIPMENT RENTAL</b>				
<b>CONTRACTUAL SERVICES (please describe)</b>				
1. WYSAC \$6070.00				6070.00
2. WYPTAC \$12,141.00				12,141.00
3. Family Matters Contract *** with CRMCBI		51,290.00		51,290.00
4.				
5.				
<b>OTHER COSTS (specify)</b>				
A. Indirect	9713.00			9713.00
B.				
C.				
D.				
<b>TOTAL</b>	51,914.	51,290	0.00	121,415.00

\*\*\*\*Family Matters: LCCP has requested carryover funds from the 2007 SPF/SIG to fully fund Family Matters for the 2008-2009 Calendar year. Full functioning of Family Matters will not be possible without these carry over funds. Any additional carryover funding available will be utilized to fund Policy Development and Permitting of Special Events Strategies.

## Appendix A: Causal Areas and Evidence-Based Strategies

### A. Retail Availability

#### I. Mandatory Responsible Beverage Service

According to the National Highway Traffic Safety Administration, a responsible beverage service program has two goals:

- To establish policies and procedures in retail alcohol outlets for preventing alcohol sales and service to minors and intoxicated persons.
- To train managers and servers/clerks to implement those policies and procedures effectively. Server/clerk training focuses on serving and selling procedures, signs of intoxication, methods for checking age identification, and intervention techniques. Manager training includes the server/clerk training as well as policy and procedures development and staff supervision.

A program is designated as mandatory if state law requires at least some alcohol retail employees to attend an RBS training. Thirteen states require some type of RBS training, but these states vary widely in who must participate: Wyoming does not have any RBS provisions, laws or incentives reported. Some of the provisions your community can work on include;

- Type of employee: Statutes may require owners or licensees, managers and servers/clerks, or a subset of these classifications to participate;
- Type of outlet: Statutes may require either on-sale or off-sale establishments, or both, to participate; and
- Date of license issuance: Statutes may require participation from establishments with licenses issued after the legislation is enacted or from all establishments, regardless of the date of the license.
- Please see the following website for more specific information on this topic.  
<http://www.nhtsa.dot.gov/people/injury/alcohol/AlcBevContWeb/pages/RespBevService.html>
- <http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>



## II. Compliance Checks/Retail Compliance Checks

Your community should begin developing a protocol for compliance checks.

A compliance check is a tool to identify alcohol establishments that sell alcohol to underage youth. The practice of conducting compliance checks can be:

- Mandated by a local ordinance that outlines standards for conducting the checks, people or agencies responsible for conducting the compliance checks, and penalties for establishments, servers and sellers who illegally sell or serve alcohol to underage youth.
- Voluntarily implemented by law enforcement or licensing authorities.

Compliance checks can be used for two purposes:

- Enforcement: to enforce state criminal statutes, local administrative ordinances, or both.
- Educational: to identify, warn, and educate alcohol establishments that serve or sell alcohol to underage youth.

Generally, compliance checks are implemented by the following procedures: A plan should be developed in union with law enforcement to ensure legality of procedures.

- Alcohol licensees are informed that compliance checks will occur at various times throughout the year and about potential penalties for selling alcohol to underage youth.
- While an enforcement agent (police officer or other authorized person) waits outside the premises, a person under age 21 attempts to purchase or order an alcoholic beverage.
- If the alcohol establishment sells alcohol to the young person, the enforcement agent issues a citation either to the seller/server or to the establishment:
  - The police officer may charge the server or seller who sold the alcohol (when compliance checks are used to enforce state laws governing servers and sellers.)
  - The officer may issue an administrative citation, which is imposed upon the alcohol license holder rather than the individual server or seller (when compliance checks are used to enforce local administrative ordinances.) Because administrative charges are easier, faster, and less expensive to prosecute, they can be the best option-and in some communities the only option-for penalizing alcohol establishments.

Implement vigorous, well designed, fair, and consistent retail compliance checks. Work with the community to build support and awareness of the compliance check program.

- Retrieved from: The Alcohol Epidemiology Program at the University of Minnesota suggests: <http://www.epi.umn.edu/alcohol/policy/compchks.shtm> (retrieved 5/19/08)
- <http://wdh.state.wy.us/mhsa/prevention/Freenocost.html>
- <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1933529>
- The youthinaction.org website offers an Alcohol Purchase & 'Shoulder Tap' Surveys: How-To Guide at <http://www.youthinaction.org/index.cfm?cID=about&scID=infoDetail&ID=1349>

### III. Outlet Density

Outlet density is defined as the amount of liquor licenses existing within an established geographic area. Studies have demonstrated a strong correlation between outlet density, heavy and frequent drinking, and drinking related problems.

- **Type of Licenses**

Generally there are two broad categories of alcohol licenses. On-site licenses are for businesses such as bars and restaurants that sell alcohol for consumption on the premises. Off-site licenses are businesses such as grocery stores, liquor stores, convenience stores and corner markets that sell alcohol for consumption off site. One-day licenses are for the sale of alcohol at special events.

- **Location of Licenses**

Local governments may use various guidelines to determine the appropriateness of an alcohol license in an application's proposed land-use environment. They may consider restrictions on location, based on proximity of the proposed license to schools, churches, hospitals, residences and playgrounds. They may also consider the current density of alcohol licenses in the area of the application, whether it would create traffic problems, whether it is a high crime area, and whether it might contribute to law enforcement problems.

Local jurisdictions can pass ordinances to put distance limits on new alcohol licenses, such as having no new license within 1,000 feet of an existing license. Alcohol may be prohibited by local ordinance in public parks, at beaches or by rules about public locations such as sports arenas and community centers.

The community can work to reduce outlet density by making ordinance changes to the following:

- Reduce the number of on-site licenses
  - Reduce the number of off-site licenses
  - Location of licenses
- <http://www.niaaa.nih.gov/>
  - <http://www.hsph.harvard.edu/amod/pdf/GIS.pdf>,  
<http://alcalc.oxfordjournals.org/cgi/content/abstract/39/4/369>
  - [http://www.capitolneighborhoods.org/pdf/fact\\_sheet\\_outletdensity\\_2\\_03.pdf](http://www.capitolneighborhoods.org/pdf/fact_sheet_outletdensity_2_03.pdf)
  - [http://www.thecommunityguide.org/alcohol/alcohol\\_outlet\\_density.htm](http://www.thecommunityguide.org/alcohol/alcohol_outlet_density.htm)
  - [http://www.marininstitute.org/alcohol\\_policy/alcohol\\_licenses.htm](http://www.marininstitute.org/alcohol_policy/alcohol_licenses.htm)

## IV. Happy Hour Restrictions

Drink promotions and happy hours are practices that may contribute to excessive and rapid consumption of alcohol, if not adequately controlled. These include things such as events or theme nights where certain people receive free drinks. Promotional activities such as “buy one get one free”, or promotional activities that require people to drink more than four standard drinks in a day to win a prize. Your community can work on happy hour restrictions by;

- Changing laws that define what's considered ONE drink
  - Changing laws concerning the time allowed for happy hour or between happy hours
  - Putting restrictions or banning promotional activities including shot girls
  - Restrict individuals from buying an entire pitcher of beer or bottle of wine
  - Restrictions on drink promotions
- <http://media.www.dailyillini.com/media/storage/paper736/news/2007/03/16/News/Proposed.Happy.Hour.Laws.Could.Put.Restrictions.On.Local.Bars-2777697.shtml>
  - <http://www.jointogether.org/keyissues/laws/life-saving-laws-readmore.html>

## V. Warning Signs Posted at Retail Establishments

Obvious posting of warning signs in one or more store locations (e.g., near the checkout counter or storefront window) to deter potential underage buyers.

Your community can work toward making Responsible Vendor Programs, or ordinance or licensing changes with requirements including;

- Stores must have obvious posting of warning signs in one or more store locations (e.g., near the checkout counter or storefront window.)
  - Stores must post a warning sign regarding the minimum legal drinking age and the store's alcohol sales policy.
  - The RVP could offer incentives for on- and off-premise outlets, such as reduced sanctions for selling to underage buyers (e.g., lower fine for selling alcohol to an underage buyer and no suspension of the store's alcohol sales license.)
- <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1933529>
  - [http://www.servsafe.com/downloads/pdf/ssa\\_keylaws/Wyoming.pdf](http://www.servsafe.com/downloads/pdf/ssa_keylaws/Wyoming.pdf)

### a) Third Party Transactions

A third-party sale occurs when an adult buys alcohol for an underage youth from a commercial establishment for his or her underage consumption. In some cases, the adult will ask for or accept a fee and/or a portion of the alcohol in exchange for making the purchase. The amount of alcohol obtained by underage drinkers from these transactions can range from one drink in a bar to a keg of beer.

All states and local jurisdictions have laws and ordinances that restrict underage youths' ability to obtain alcohol. Depending upon the language of these statutes, many may include provisions that directly address third-party sales. Other states and communities have complemented their basic laws regarding underage drinking with specific laws and ordinances constructed with the reduction of third-party sales in mind.

Other programs that can help:

- Shoulder tap programs to reduce purchase of alcohol for minors by adult strangers. Instruct retailers regarding their role in preventing shoulder tapping; if the practice continues repeatedly outside a retail establishment and the retailer refuses to take action despite instruction and warning, utilize public nuisance regulations to impose sanctions.
- Source investigations which conduct investigations after arrests or citations are issued and to identify how and from whom minors are obtaining alcohol.
- Use “cops in shops” programs sparingly and only for possible limited targeting of retail outlets popular with youth purchasers. Establish a working relationship with retailers as a first step toward implementing a comprehensive prevention strategy that includes compliance-check program.

- [http://www.publicstrategies.org/pdfs/ventura\\_special\\_events\\_updated.pdf](http://www.publicstrategies.org/pdfs/ventura_special_events_updated.pdf)
- <http://wdh.state.wy.us/mhsa/prevention/Freenocost.html>
- [http://www.2young2drink.com/law\\_enforcement/Reducing3rdPartyTransactions.pdf](http://www.2young2drink.com/law_enforcement/Reducing3rdPartyTransactions.pdf)
- <http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>
- [http://www.lcb.state.pa.us/phe/\\_interior/default.php?tID=Best%20Practices&sID=Source%20Investigation%20Project&cID=bPractices\\_SIP](http://www.lcb.state.pa.us/phe/_interior/default.php?tID=Best%20Practices&sID=Source%20Investigation%20Project&cID=bPractices_SIP)

## **B. Social Availability of Alcohol**

### **I. Social Host Liability (enforcement)**

Social host liability laws (also known as teen party ordinances, loud or unruly gathering ordinances, or response costs ordinances) target the location in which underage drinking takes place. Social host liability laws hold non-commercial individuals responsible for underage drinking events on property they own, lease, or otherwise control. They send the message that other adults have a responsibility in the way they manage their homes, rentals, and other private property to prevent underage drinking parties and their consequences.

- Under social host liability laws, adults who serve or provide alcohol to minors or persons who are obviously intoxicated can be held liable if the person who was provided alcohol is killed or injured, or kills or injures another person.
- In some states, social host liability is covered under dram shop law. Dram shop liability refers to a drinking establishment's potential financial liability for serving alcohol to an intoxicated or underage person who later causes injury to a third party. However, dram shop law normally only covers commercial service and not private parties.
- Note that social host laws vary from state-to-state. Some state laws may only target those who provide to underage youth vs. intoxicated persons.

A checklist for drafting and underage drinking party (social host) ordinance is available at the first website listed.

- <http://www.cslep.org/Publications.aspx>
- <http://www.socialhost.org/>
- <http://www.epi.umn.edu/alcohol/policy/hostliab.shtm>

### **II. Restricting Access to Alcohol**

State, local laws and regulations can be effective at reducing underage access to alcohol. The right laws and regulations can minimize opportunities for young people to use alcohol and maximize the opportunities for effective enforcement and prevention.

Your community can work to change these laws and regulations to:

- Restrict the commercial availability of alcohol to youth, with a focus on the practices of alcohol retailers.
- Restrict social availability to youth with a focus on non-commercial sources of alcohol and non-commercial venues where young people consume alcohol.
- Restrict youth possession to deter young people from attempting to purchase or consume alcohol.
- Require retailers to identify kegs with a tag, sticker, or other form of identification. At purchase, the retailer requires a deposit and records the purchaser's name, address etc.

The following website is a guide to assist in making such changes.

- <http://www.udetc.org/documents/accesslaws.pdf>
- [http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)
- [http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

### **III. Party Patrols**

Many states do not prohibit youth possession in private residences or permit parents to supply alcohol to their minor children. Police detecting a teen party may not have legal grounds to enter the premises, be unable to confiscate the alcohol, trace its origin, or hold the adult householder responsible for allowing the party on the premises. In an effort to combat one of the largest sources of teenage drinking your community could:

- Implement teen party ordinances that prohibit teen drinking parties at private residences and impose fines and fees on the responsible householder.
  - Restrict and monitor teen parties at motels and hotels.
- [http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)

### **IV. Restrictions on Drinking Locations and Possession of Alcohol**

Communities often have special temporary licenses for alcohol sales at special events such as fairs, rodeos, celebrations, and sporting events. They are often readily available at low cost with few restrictions. These events create high risk for underage drinking and other related problems. Some steps your community can take to reduce these risks include:

- Restricting the issuance of licenses at youth-oriented and family-oriented events.
- Prohibiting alcohol sales at specific venues popular with youth.
- Designating alcohol-free days or periods within longer events such as community fairs.
- Establishing restricted drinking sections where young people are not permitted to enter.
- Prohibiting participants from bringing alcohol into the event
- Requiring responsible beverage service management policies and training.

[http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

### **V. Curfew Ordinance/Programs**

A curfew ordinance may help reduce the likelihood that children will be the victims of criminal acts or become involved in criminal acts during curfew hours. It can also aid parents and guardians in their responsibility to supervise their children as well as give police officers support for enforcing activities taking place after curfew hours.

Your community's curfew program might include:

- Creation of a dedicated curfew center or use of recreation centers and churches to receive juveniles who have been picked up by the police for violating curfew.
- Staffing of curfew centers with social service professionals and community volunteers.
- Intervention, in the form of referrals to social service providers and counseling classes, for the juveniles and their families.
- Procedures for repeat offenders, including fines, counseling, or sentences to community service.
- Recreation and jobs programs.
- Anti-drug and anti-gang programs.
- Hotlines for follow-up services and crisis intervention.

<http://www.ncjrs.org/txtfiles/curfew.txt>

## **VI. Noisy Assembly Ordinance**

A noise ordinance may help police officers control underage drinking parties in private residences.

<http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>

## **C. Promotion**

### **• Advertising Restriction**

Restrictions on alcohol advertising include any policies that limit advertising of alcoholic beverages, particularly advertising that exposes young people to alcohol messages. Restrictions can be in the form of a local ordinance or state law, or can be implemented voluntarily by a business, event or organization and can include:

- Banning ads on buses, trains, kiosks, billboards and supermarket carts, and in bus shelters, schools, and theme parks.
- Banning or limiting advertising and sponsorship at community events such as festivals, parties, rodeos, concerts, and sporting events.
- Banning advertising in areas surrounding schools, residential areas, faith organizations, etc.
- Restricting or banning TV and/or radio alcohol commercials.
- Restricting alcohol advertising in newspapers and/or on the Internet.
- Countering alcohol ads with public service announcements.
- Restricting the size and placement of window advertisements in liquor and convenience stores.

- Requiring all alcohol ads in the local media to include warnings about the health risks of alcohol consumption.
- Setting a maximum for the percentage of total advertising space those alcohol ads can cover.
- Reducing the disproportionately high number of alcohol billboards in low-income neighborhoods.
- Prohibit images and statements that portray or encourage intoxication.
- Enforcing existing restrictions on alcohol advertising.

<http://www.epi.umn.edu/alcohol/policy/adrstrct.shtm>  
<http://camy.org/factsheets/index.php?FactsheetID=27>

- **Counter advertising**

Counter advertising is used to balance the effects alcohol advertising has on alcohol consumption. Your community can participate in counter advertising through public service announcements and other conventional forms of media.

[www.epi.umn.edu/mch/resources/hg/hgp\\_alcoholv\\_toomey.ppt](http://www.epi.umn.edu/mch/resources/hg/hgp_alcoholv_toomey.ppt)  
<http://pubs.niaaa.nih.gov/publications/arh26-1/15-21.pdf>  
[http://marininstitute.com/alcohol\\_industry/alcohol\\_responsibility.htm](http://marininstitute.com/alcohol_industry/alcohol_responsibility.htm)

- **Billboard Bans**

Banning alcohol billboards all together might seem like a large feat, however, there are steps your community can take to begin the process. You may start by first reducing the number of billboards in your community. The website below has samples of the following actions your community can take.

- Gather information about sign ordinances, zoning, and how billboards are currently regulated, permitted and taxed.
- Find allies among community leaders, neighborhood groups, health organizations, chambers of commerce, and others.
- Conduct a billboard survey. Find out how many billboards, where, what neighborhoods, near what, what size, what they advertise.
- Write a report of your survey findings.
- Conduct a press conference. Include letter-writing campaigns, news coverage, endorsements, and other activities.
- Petition city or county government for a moratorium on new signs.
- Know your opposition. The billboard industry is well-funded and experienced in fighting these efforts.

<http://www.faceproject.org/Resources/PDF/Alcohol-Billboard-CAK.pdf>



## • **Media Advocacy Education**

Media advocacy is the strategic use of mass media to support community organizing to advance a social or policy initiative. While media advocacy efforts may take many forms, often they involve organizing attention-getting events to stimulate news coverage of an issue. One frequent goal of media advocacy is to refocus the framing of a problem and its solutions from an individual level (drinking will be solved by educating individual students) to an environmental or policy level (changing drinking patterns requires changing the environment in which the behavior occurs).

Steps your community can take include:

First, plan your message

- Define what the message is that you are highlighting.
- Identify and highlight solutions to your problem.
- Gain support of key leaders in your community.
- Define what you need to do or say to get the attention of those who can create a solution.

Second, contact the media

- Get your message out via news releases, letters to the editor, editorial board meetings, etc.

<http://www.higheredcenter.org/socialnorms/mediaadvocacy/>  
[http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media\\_Advocacy\\_Manual.pdf](http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf)

## **Criminal Justice**

### **I. Enforcement**

Enforcing underage drinking laws and DUI laws that are already in place is a good way to help reduce underage drinking. If there are gaps in laws then the community should advocate having them implemented. Some of these laws include:

- Banning possession by minors in public and private locations.
- Apply appropriate penalties to minor's in possession.
- Zero-tolerance laws that prohibit minors with any measurable BAL from driving, authorize immediate seizure of drivers license etc.
- Banning false identification and increase the use of or implement the use of the scanning of drivers licenses by merchants.

One strategy your community might take is to formally recognize dedicated officers who are heavily involved in reducing underage drinking. Implementing a formal recognition program would be a good format in which to do this.

<http://www.udetc.org/documents/accesslaws.pdf>

## II. Judicial

There are several changes that can be made within your communities judicial system to help with underage drinking.

Juvenile Drug Courts can operate within the juvenile justice system to address the unique needs of juvenile substance abusers. Key elements of a juvenile drug court program include:

- A drug court team that includes a judge, prosecutor, defense attorney, treatment provider, evaluator, and schools.
- Intervention as soon as possible following a juvenile's initial contact with the justice system including a comprehensive assessment at intake and follow ups.
- A court-supervised program of substance abuse treatments and other important core services to address multi-faceted needs of the juvenile and his or her family.
- Coordination of all services including treatment.
- On-going monitoring of progress.
- Immediate response to non-compliance.
- A dedicated and concerned judge who is sensitive to unique needs of individual juveniles and families.
- A strengths based program philosophy.
- Clearly defined range of incentives and sanction that are applied in a response to participation or lack thereof.

Youth Diversion Programs should seek to improve a youth's self-image, social skills, and attitudes about the legal system. It should aim to teach the youth better methods of communication and behavior. This may be included as an option through your community's juvenile drug court as a positive alternative to juvenile court. It is often set up to have youth work with adult mentors in a structured environment. Upon successful completion of the program, the alleged offense will not appear on the juvenile's record.

Victim impact panels are an alternative sentencing program. A Victim Impact Panel is a group of three or four victims who speak briefly about an impaired driving crash in which they were injured, or in which a loved one was killed or injured, and how it impacted their lives. They do not blame or judge those who listen. They simply tell their stories, describing how their lives and the lives of their families and friends were affected by the crash. The purpose of the panels is to individualize and humanize the consequences of impaired driving, to change attitudes and behaviors, and to deter impaired driving recidivism. Panels also give victims a healing opportunity to share their stories in a meaningful way.

Youth courts are another alternative sentencing program. Youth courts, also called teen, peer, and student courts, are programs in which youthful offenders are sentenced for minor delinquent and status offenses or problem behaviors by their peers.

<http://www.pire.org/topiclist1.asp?id=1>  
<http://www.surgeongeneral.gov/topics/underageddrinking/programs.html>  
[www.youthcourt.net](http://www.youthcourt.net)  
<http://www.ncjrs.gov/pdffiles1/ojjdp/184744.pdf>  
[www.helpingamericasyouth.gov](http://www.helpingamericasyouth.gov)  
<http://www.juvenilediversion.org/>  
[http://www.nhtsa.dot.gov/people/injury/alcohol/VIP/VIP\\_index.html](http://www.nhtsa.dot.gov/people/injury/alcohol/VIP/VIP_index.html)

### III. Public Awareness of Enforcement and Sanctions

Announcements in local media (TV, radio, newspapers, posters on community bulletin boards, School papers, etc.) And presentations by officers to community groups can provide public notice of local laws including enforcement and sanctions. This can also be an opportunity to inform your community about any upcoming compliance checks or similar programs.

By making the public aware community members are inoculated against objecting to the law enforcement efforts, and may be more likely to ask why businesses sell alcohol to youth when they know it is illegal. It provides further notification to alcohol business owners and sellers/servers that your community will enforce selling to underage youth. It heightens the attention of parents and other adults to underage alcohol use. Messages directed to adults may decrease youth access to alcohol in the home, at keg parties, or through other adults in the community. It builds support for compliance checks from the community at-large. Many citizens are concerned about youth alcohol use and will be supportive of efforts to reduce illegal youth access to alcohol.

<http://64.233.167.104/u/umn?q=cache:h8dtfNy-ZAcj:www.epi.umn.edu/alcohol/manual/manual.pdf+public+awareness+of+enforcement+and+sanctions&hl=en&ct=clnk&cd=2&gl=us&ie=UTF-8>

## E. Community Norms

### IV. Alcohol Restrictions at Community Events

**At community events, underage youth may easily get alcohol by buying it directly or by having friends over 21 buy it for them.** Banning alcohol or restricting alcohol sales (through policies such as age-ID checking or limiting number of servings per person) at community events can reduce these sources of alcohol for youth.

Planning and set-up:

- Establish non-drinking areas for families and youth.
- Establish designated drinking areas where underage youth are not allowed; prohibit people from leaving these particular areas with alcoholic beverages.
- Limit alcohol sponsorship.
- Have alcohol-free days/nights.
- Establish enforcement procedures for all policies.

[http://www.epi.umn.edu/alcohol/festivals/pdfs/planner\\_checklist.pdf](http://www.epi.umn.edu/alcohol/festivals/pdfs/planner_checklist.pdf)  
<http://www.epi.umn.edu/alcohol/festivals/index.shtm>  
<http://www.epi.umn.edu/alcohol/policy/atevents.shtm>

## **v. Alcohol Providers and Sellers**

Other alcohol restrictions your community can have at public events also include restriction on providers and sellers of alcohol. These restrictions can include the following:

- Require alcohol license holder to have liability insurance (check your state laws for specific legal requirements on liability.)
- Require responsible beverage service training for alcohol sellers and event coordinators
- Require alcohol sellers to be at least 21 years old.
- Require a manager to be on duty at the alcohol booth at all times.
- Establish age identification checking procedures.
- Prohibit drinking by servers.
- Require signs indicating the illegality of providing alcohol to minors and obviously intoxicated persons.

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

## **vi. Security**

**Security at community events can have a large impact on preventing underage youth from obtaining alcohol. Some components of good security at public events include:**

- Establish procedures for handling intoxicated drinkers.
- Require that security staff be adequately trained.
- Ban alcohol consumption in parking lots and monitor the lots.

## **vii. Food/Beverage**

Your community can take additional steps by having regulations on food and beverage vendors or distributors. These can include:

- Limit cup size to 12 ounces.
- Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.
- Limit number of servings per person per purchase to one or two at a time.
- Stop serving alcohol at least one hour before closing.
- Sell food and non-alcoholic drinks and provide free water

- Identify specific environmental strategies currently being addressed for each causal area.
- Identify specific environmental strategies not currently being addressed for each causal area.
- Strategy selection process
- Calendar

## **Appendix B**

### **COUNTY TOBACCO PREVENTION COALITION CAMPAIGN TIMELINE**

#### **MAY 2008**

- Secure calendar, define roles and responsibilities
- Logo, slogan, website
- Key spokespersons identified
- Build coalition infrastructure
- Reaching out to business owners for support, chamber of commerce
- Talk to tobacco program manager about her paid media campaign and which communities she is targeting
- Clear role and calendar for the PAC
- Set up listserv for coalition:
- Establish larger coalition meeting schedule/calendar

#### **JUNE 2008**

- Shareholders, expand database, volunteer roles, know messages, ID negative organizations, web-site
- Build infrastructure
- Write budget (tentative – goal of \$25,000 for paid media – radio, direct mail, cable TV)

#### **JULY 2008**

- Late July – survey council, research candidates
- Build infrastructure

#### **AUGUST 2008**

- 1<sup>st</sup> – Relay for Life (gather signatures)
- Official campaign launch and press conference – highlight community leaders, spokespeople, grasstops leaders, youth
- Press conference – focus on health and inoculate negative economic impact arguments
- 19<sup>th</sup> - City council primary
- Business owner/private clubs/groups outreach (presentations)

#### **SEPTEMBER 2008**

- Start official petition drive for signature supporters (and run through the end of September – ID targeted events or areas to petition)

- Do another survey to see how things are going
- Do event
- Business owner/private clubs/groups outreach (presentations)

## **OCTOBER 2008**

- Op-Eds, earned media campaign, LTEs, editorial
- Business owner/private clubs/groups outreach (presentations)

## **NOVEMBER 2008**

- Youth press conference on the issue
- LTE, Op-eds
- Start educating city council (who is reaching out to reach city council member, information packets)

## **DECEMBER 2008**

- LTE, Op-eds
- Start educating city council (who is reaching out to reach city council member, information packets)
- Start educating city council
- Petition drive

## **JANUARY 2009**

- LTE, Op-eds
- Do event
- Draft ordinance – work with attorney and city attorney
- Start educating city council (who is reaching out to reach city council member, information packets)
- Reaching out to a sponsor
- Hard hitting media campaign

## **FEBRUARY 2009**

- Choreography for city council meeting (supporter outreach, securing speaker line-up and talking points, getting commitments of turnout to council meeting, straw poll city council again, know where you are with the council and what the vote will be as much as you can)
- LTE, Op-eds
- Create an event to raise the profile of the issue (use youth and workers) – ribbon antenna thing
- Hard hitting media campaign

## **MARCH 2009**

- First reading
- Hard hitting media campaign

## APRIL 2009

- Second reading

## MAY 2009

- Third and final reading

## Appendix C

The following steps will help you create your personal Google Calendar account. Google Calendar is being used so that you can adjust and refine your timelines as necessary and so that technical assistance providers and the PF coordinator can provide timely technical assistance.

1. You will receive an **email** from the SPF SIG Admin Account:
  - a. **Subject Line:** “SPF SIG Admin recommends that you use Google Calendar”
  - b. **Body:** I've been using Google Calendar to organize my calendar, find interesting events, and share my schedule with friends and family members. I thought you might like to use Google Calendar too. SPF SIG Admin recommends that you use Google Calendar. To accept this invitation and register for an account, please visit: [hyperlink] .  
Google Calendar helps you keep track of everything going on in your life and those of the important people around you, and also help you discover interesting things to do with your time. (see picture below).

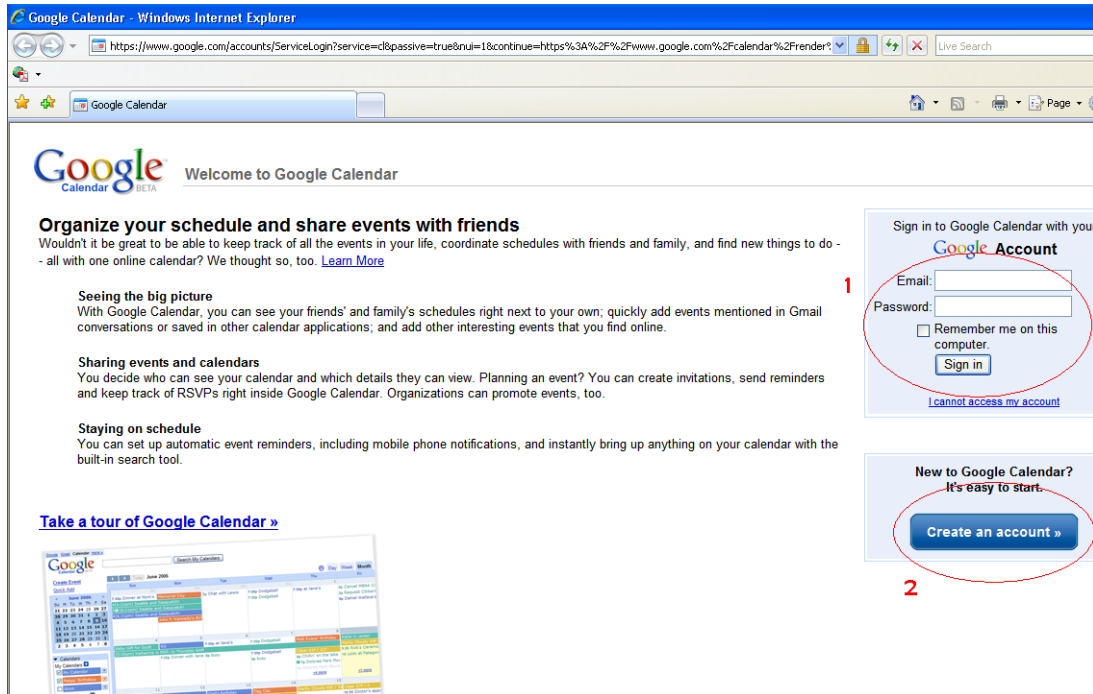
I've been using Google Calendar to organize my calendar, find interesting events, and share my schedule with friends and family members. I thought you might like to use Google Calendar, too.

SPF SIG Admin recommends that you use Google Calendar.

To accept this invitation and register for an account, please visit: <https://www.google.com/calendar/render?cid=MDVuaXFrNmptdWs2azE2cXE1NG5yMHZybZBAZ3JvdXAuY2FsZW5kYXIuZ29vZ2xlmNvbQ&invEmailKey=grayson3%40hotmail.com%3A4c2d7cd7fe9ccf77bad5ea02213c6706fcab97>

Google Calendar helps you keep track of everything going on in your life and those of the important people around you, and also help you discover interesting things to do with your time.

2. Click on the hyperlink (circled in red, *above*) in the email sent to you.
3. When you click on the hyperlink, it will take you to a login screen (see picture below).



4. If you have already have a Google Calendar account, skip to the bottom of page 18.
5. If you do not have a Google Calendar account, click on the “Create an account” button (option 2 circled in red in the picture above).
6. Now you need to sign up for Google Calendars. To do this...



Google Accounts - Windows Internet Explorer

https://www.google.com/accounts/NewAccount?service=c&passive=true&ui=1&continue=https%3A%2F%2Fwww.google.com%2Fcalendar%2Frender?...

Google Accounts

## Create a Google Account - Google Calendar

### Create an Account

Your Google Account gives you access to Google Calendar and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

#### Required information for Google account

Your current email address:   
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:  [Password strength](#)  
Minimum of 8 characters in length.

Re-enter password:

☐ Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

☒ Enable Web History.

#### Get started with Google Calendar

First name:

Last name:

Location:

Time zone:

☐ Display all timezones

Word Verification: Type the characters you see in the picture below.

7. Enter your email address (use the email address we use to send you the link). Also create a password. (See areas circled in red, above)
8. You also need to enter in your name, first and last.
9. Type in the word you see (See picture below)
10. Read and accept the terms of use. Click on the “I accept. Create my account” button. (See picture below).

**Get started with Google Calendar**

First name:

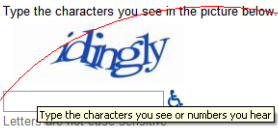
Last name:

Location:

Time zone:

☐ Display all timezones

Word Verification: Type the characters you see in the picture below.



Type the characters you see or numbers you hear

Letter:

Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service

Welcome to Google!

1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

11. After creating your account, you will be taken to the screen below. Click “Click here to continue” hyperlink. (See picture below).



#### Email Verification

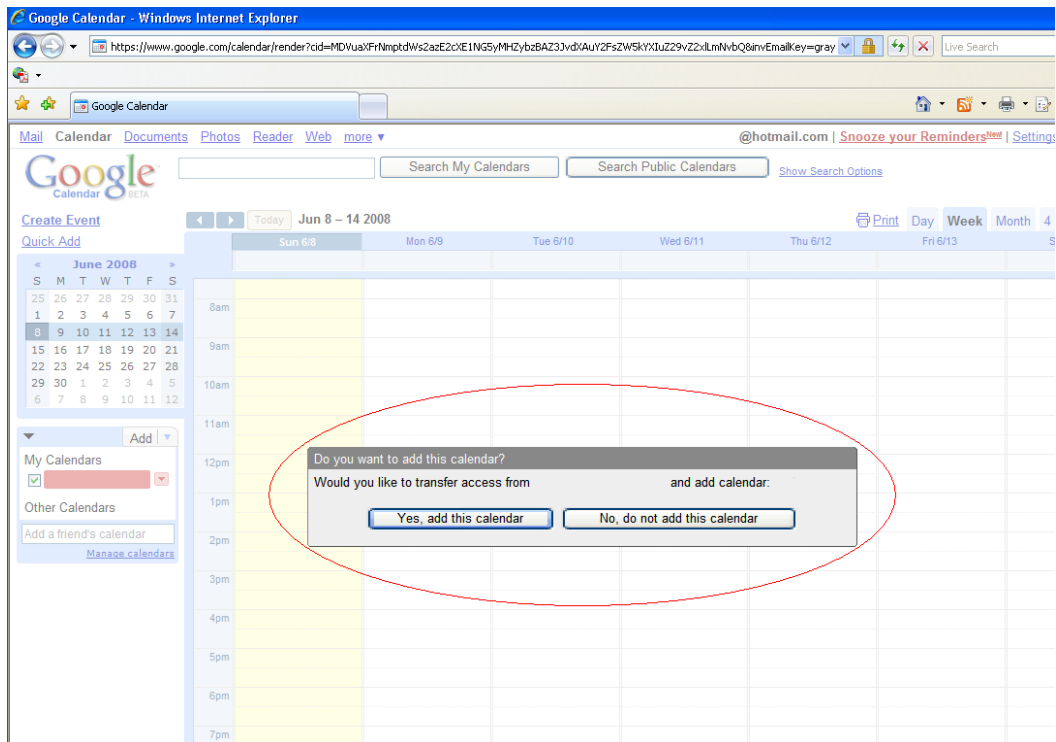
In order to verify that the email address associated with your account is correct, we have sent an email message to please access your email and click on the link provided.

[Click here to continue.](#)

[@hotmail.com](#) | [Google](#) | [Gmail](#) | [My Account](#) |

[@hotmail.com](#) . To activate your Google account,

12. A box will appear and ask you if your account would like to add a community calendar. Click the “Yes, add this calendar” button. (See Below).



13. Now go to the upper right-hand corner and sign out.

14. You will then receive an email with the following subject line and body

- a. Subject line: [Google Email Verification](#)
- b. Body:

Welcome to Google Accounts. To activate your account and verify your e-mail address, please click on the following link:

[http://www.google.com/accounts/VE?service=cl&c=CILSxOSb\\_qSvYRD7zurJ3fC\\_1Rc&hl=en](http://www.google.com/accounts/VE?service=cl&c=CILSxOSb_qSvYRD7zurJ3fC_1Rc&hl=en)

If you have received this mail in error, you do not need to take any action to cancel the account. The account will not be activated, and you will not receive any further emails.

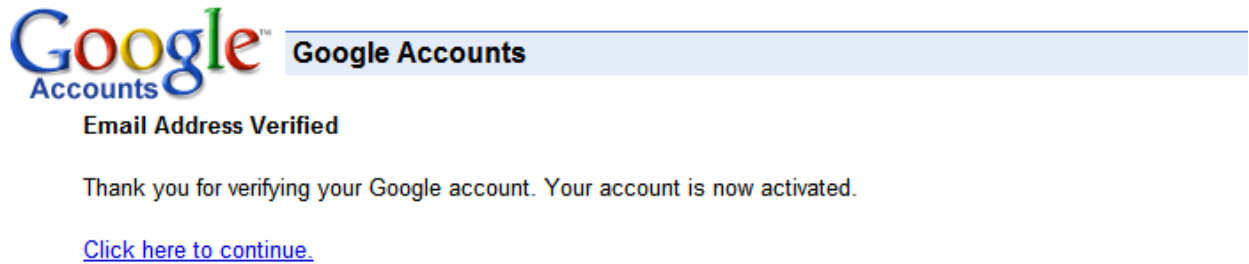
If clicking the link above does not work, copy and paste the URL in a new browser window instead.

Thank you for using Google.

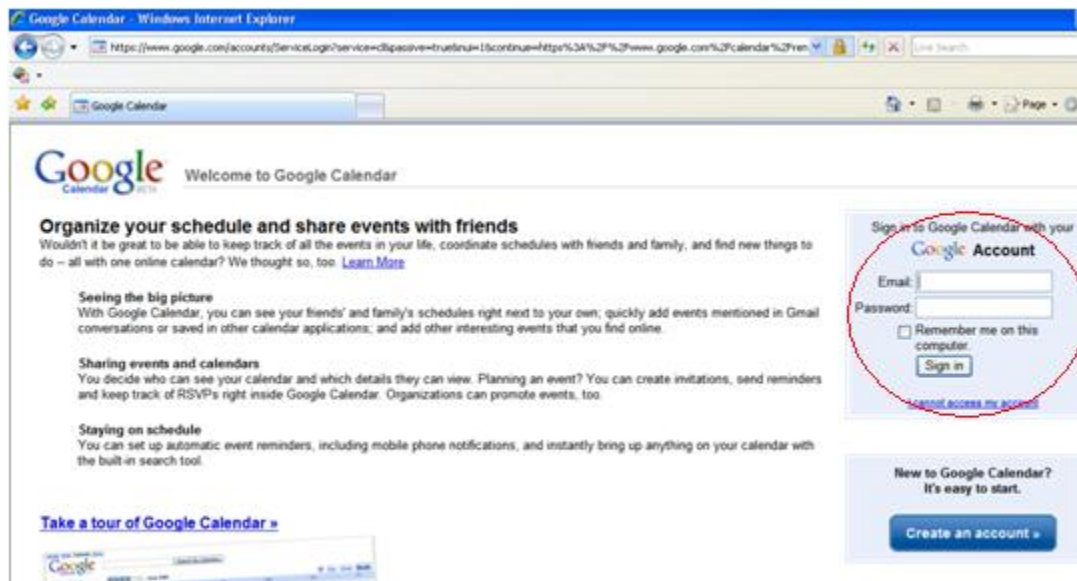
For questions or concerns regarding your account, please visit the Google Accounts FAQ at <http://www.google.com/support/accounts/>.

This is a post-only mailing. Replies to this message are not monitored or answered.

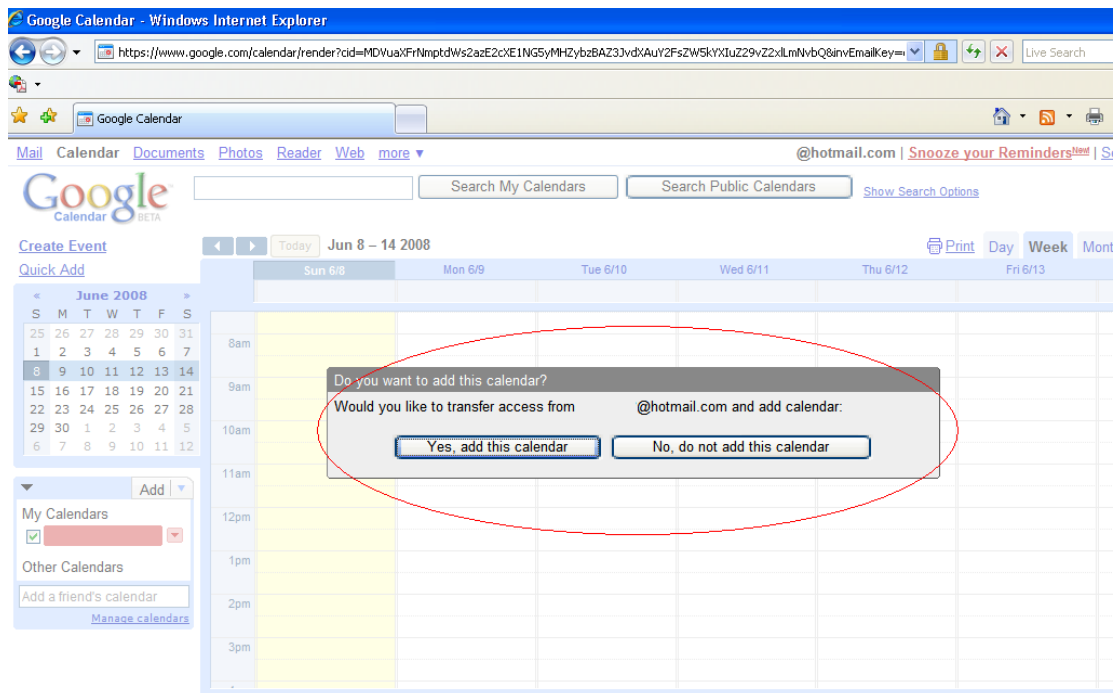
15. Click on the hyper link, and you will be brought to the following (See below).



16. Click “Click here to continue” hyperlink.
17. You will then be brought to the login screen. This time, enter in your email address and password you created in step 7.



18. Again you will be asked if your account would like to add your community calendar. Click the “Yes, add this calendar” button. (See picture below)



19. When you create your Google account, it creates a calendar for your account. This Calendar is **NOT** the calendar we want you to use. Instead, use the community calendar we have made for you and you just added. To deactivate your calendar, just simply uncheck the box under “my Calendars” but leave the box checked under “Other Calendars” (see example below).

